



# GRIEF REACH GRANTS

## CAPACITY BUILDING CYCLE

OPEN FOR APPLICATIONS:  
JUNE 18 - JULY 29, 2024

FUNDING PARTNER



MANAGEMENT BY





NEW YORK LIFE  
FOUNDATION



## Grief Reach Cycle 2

Focus Area:  
Capacity Building

June 17<sup>th</sup> – July 29<sup>th</sup>

Grants awarded October 2024

### Important Information

We will be using a short form to determine eligibility to apply. This is to ensure that you do not invest time in completing a full application if you do not qualify. Please click [HERE](#) to complete this check. If you are deemed eligible, you will be given access to the complete application.

**Please note: This cycle will have a dedicated focus on supporting only organizations whose most recent fiscal actuals are less than \$150,000.** Please check for future cycle announcements if this does not apply to you.

Please direct inquiries to Megan Lopez at the National Alliance for Children's Grief  
[megan.lopez@childrengrieve.org](mailto:megan.lopez@childrengrieve.org)



A dedicated grant opportunity supporting childhood bereavement services in the United States.

**1 in 12 children** will experience the death of a parent or sibling by 18, and that **number doubles by the age of 25**. ([Judi's House / JAG Institute, 2022](#)) In 2011, in an effort to address the gap between the scale of the issue and the funding and resources available, the New York Life Foundation, one of the largest corporate funders in the childhood bereavement space, partnered with the National Alliance for Children's Grief, a national, professional alliance dedicated to education, advocacy and raising awareness about childhood bereavement to create Grief Reach. We have a shared belief that all bereaved children, no matter where they live or their circumstances, should have the support and resources they need to adapt positively to a loss in their lives. This dedicated funding opportunity is a critical support to a field that has been historically underfunded.

This competitive funding opportunity has the following goals:

- Increase access to bereavement support services in local communities, especially diverse communities
- Enhance the capacity of organizations providing bereavement support service
- Expand bereavement support services to address unmet needs
- Support communities dealing with grief and loss with tangible resources
- This funding opportunity is offered twice a year.

We would like to invite any organization that currently serves young people who have experienced a death of a loved one to apply for this competitive grant opportunity to enhance access to and increase grief support for youth and their families.

**Specific Information for this cycle:**

- We will be funding capacity building grants with three available funding amounts:
  - Capacity Building for small organizations (\$5,000, \$10,000 or \$15,000)
- New this year for grant awardees. NACG will provide support office hours to help with questions, challenges, or access to mentoring as you work through delivering your grant proposal. More information will be provided to awardees at an initial briefing call.



## Overview:

### Summer Cycle Application timeline:

- Application Opens: *June 17, 2024*
- Grief Reach Q&A Call: *July 21, 2024, at 2pm Eastern*
- Grief Reach Final Questions Call: *July 22, 2024, at 1 pm Eastern*
- Application Closes: *July 29, 2024, at 8 pm Eastern*

### Capacity Building Cycle Focus:

Funds to enhance organizational capacity, development of an organization's infrastructure, capabilities, and overall effectiveness. The focus will strengthen the core capacities of the organization, rather than funding specific programs or services.

The grant must support 1 of 6 major categories:

- Organization Development / Planning activities: organizational assessments; strategic planning; fund development; communications/marketing; recruiting or maintaining volunteer support; business planning.
- Staff/board development: leadership training; defining the role of the board; recruitment of new board members; strengthening governance.
- Strategic relationships/collaboration: technical assistance; consultant support; restructuring; mergers; or business planning
- Internal operations: improvements to financial management, human resources, or volunteer management; development of evaluation systems and training; facility planning.
- Technology & Infrastructure: improving IT capacity through upgrades to hardware and software, networking, updating websites, and staff training to optimize the use of technology.
- Evaluation Assessment

### Eligibility and Priorities

There are multiple grant amounts included in this RFP. Each organization will only be eligible to apply to one as explained below.

This competitive grant program is open to all nonprofit organizations serving children who have experienced a death and meet the requirements outlined below.



## Eligibility and Requirements

Applications that do not meet these standards will not be reviewed for funding, so please review carefully

- U.S. based 501(c)3.
- Provide 990 tax returns for at least two of the past three years.
- Provide audited financials for the most recent full fiscal year.
- Must provide a budget detailing specifically how requested funds will be used.
- Must be the entity that will provide the children's bereavement services.
- Must have at least one paid staff person.
- Request amount must not be greater than **15% of the organization's most recent fiscal year actuals for grants.**
- **Organizations most recent fiscal year actuals must be less than \$150,000.**
- The grant proposal must include cultural considerations of bereaved children based on the community you will be serving.



### Disqualifications:

Grants are made only to private, nonprofit organizations, which have tax-exempt status under Section 501(c)3 of the Internal Revenue Code, and which are not private foundations.

### Excluded organizations and areas:

- Individuals or government agencies.
- Organizations or activities whose services are limited to members of one religious or sectarian group.
- Fraternal, social, professional, athletic, or veterans' organizations.
- Seminars, conferences, trips, and memberships.
- Endowments, memorials, or capital campaigns.
- Fundraising events, telethons, races, or other benefits.
- Goodwill advertising.
- Basic or applied research.
- Organizations that discriminate on the basis of race, color, creed, gender, or national origin.
- Organizations that have a current grief reach grant, and the final report has not been submitted.

### Grief Reach Q&A Sessions

- The first session will be a Q&A session and will be held on *June 21, 2024, at 2 pm Eastern*. Register [HERE](#).
- The second session will be a Final Questions session and will be held on *July 22, 2024, at 1 pm Eastern*. Register [HERE](#).

### Evaluation:

Final decisions on grants are made by a review committee consisting of representatives from the National Alliance for Children's Grief and the New York Life Foundation, and other experts within the Childhood Bereavement field. **Please complete the application by 8 p.m. E.T., July 29th.** Please limit your responses to the stated characters per question; the reviewers will **not** see responses over the limit.

### Reporting requirements:

Grantees awarded any of these competitive grants are required to submit a progress report once per year during each grant period plus a final report. The report will take the form of a narrative detailing progress on the proposed timeline of activities, achieved objectives, challenges in fulfilling grant deliverables, and a financial report documenting the allocation and expenditure of the grant funds and any interest earned thereon.



**NOTE: Grant recipients will be required to review and consent to NYL Foundation's terms and conditions prior to receiving their grant payments.**

**Capacity Building Grants:**

All grants are 1-year opportunities included in this RFP. Each program will only be eligible to apply to one of these grant opportunities, as explained below:

- **\$15,000 OVER 1 YEAR:** grant award of \$15,000 for one year. Only organizations with minimum and maximum annual organizational budgets of \$100,000 will be eligible to apply for this grant level.
- **\$10,000 OVER 1 YEAR:** grant award of \$10,000 per year for one year. Only organizations with minimum annual organizational budgets of \$67,000 will be eligible to apply for this grant level.
- **\$5,000 OVER 1 YEAR:** grant award of \$5,000 for one year. Only organizations with minimum annual organizational budgets of \$33,500 will be eligible to apply for this grant level.

We encourage you to look at what your community needs to better serve the children who are grieving locally. What innovative programming do you want to start or what innovative programming are you currently doing that needs to be expanded? Innovation, for reference to this grant, means what out-of-the-box thinking you need in your community to best serve kids. Maybe you need to provide programming on the weekends, or in a community space, think about the specific makeup of your community and see how you can adjust your programming to fit the needs.

**Awards and selection process:**

Grants are competitive. The breakdown of the grants is as follows:

| Grant Year 1 Amount | Budgetary Requirements                                  |
|---------------------|---|
| \$15,000            | Annual Organizational Budget must be at least \$100,000 |
| \$10,000            | Annual Organizational Budget must be at least \$67,000  |
| \$5,000             | Annual Organizational Budget must be at least \$33,500  |





Reporting requirements:

| Reporting Requirements |                                    |
|------------------------|------------------------------------|
| April 15, 2025         | Progress Report Due for all grants |
| November 15, 2025      | Progress Report Due for all grants |

FAQs

- Which grant should I apply for?**  
*This depends on what you are planning to do with the funds. Are you looking to grow your programming or are you looking to grow your internal operations?*
- Can I apply for more than one grant and only receive one?**  
*You may only apply for one grant at a time.*
- Can I still apply if my current grant is over, but my final report has not been completed?**  
*You must wait until your final report has been submitted to apply for a new grant.*
- When is my application due?**  
*Monday, July 29, 2024, by 8 p.m. Eastern Time.*
- We are an organization of volunteers. Can we apply?**  
*Your organization must have at least one paid employee to qualify for this grant.*
- Does location restrict these grants?**  
*Grief Reach grants are open to any nonprofit serving bereaved children within the U.S.*
- My organization is not a nonprofit, but we are looking to partner with a nonprofit to provide bereavement services. Can we apply?**  
*Only nonprofits are eligible to apply. Your organization can partner with a nonprofit, but your nonprofit must be the applicant.*
- If we've received one grief reach grant previously, are we allowed to apply again?**  
*Yes, as long as your grief reach grant is complete and your final report has been completed.*

For more information, visit <https://nacg.org/grief-reach/>.